EXHIBIT F

Survey Questionnaire Web Screenshots

QUESTION S1

We are conducting a short opinion survey for Charles River Associates, a consulting company. What is your gender?

- ○ Female
- ○ Male

Continue »

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0%

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QUESTION S2

(If QS1 matches gender database)

What is your age?

Please type your answer here: [   ] years old

Continue »

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QUESTION S3

(If QS2 = 16–55 and matches age in database)

9%

Do you agree to answer all survey question on your own, without asking anybody else for help or referring to reference materials on the Internet?

○ Yes, I agree

○ No, I do not agree

Continue »

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QUESTION S4[*]

(If QS3 = Yes, I agree)

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[*] *The order of the first six answer categories was randomized across survey respondents.*

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QUESTION S5[*]

(If QS4 = Green, red, blue, yellow)

19%

In the past 7 years, did you buy any of the following items?
(SELECT ALL ANSWERS THAT APPLY)

☐ A laptop or tablet

☐ A camera or camcorder

☐ A cell phone

☐ Wireless earbuds or earphones

☐ A gaming headset

☐ A video game

☐ A smartwatch

☐ An activity tracker

☐ None of the above

☐ Don't know

Continue »

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[*] *The order of the first eight answer categories was randomized across survey respondents.*

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QUESTION S6[*]

(If QS5 = A video game)

In the past 7 years, which of the following types of video games, if any, did you buy? (SELECT ALL ANSWERS THAT APPLY)

Select all buttons that apply.

- ☐ Sports games
- ☐ Role-playing games
- ☐ Action or adventure games
- ☐ Music or rhythm games
- ☐ None of the above
- ☐ Don't know

Continue »

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[*] *The order of the first four answer categories was randomized across survey respondents.*

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QUESTION S7[*]

(If QS6 = Sports games)

34%

In the past 7 years, which of the following types of sports video games, if any, did you buy?
(SELECT ALL ANSWERS THAT APPLY)

☐ Hockey

☐ Football

☐ Baseball

☐ Basketball

☐ Skateboarding

☐ None of the above

☐ Don't know

Continue »

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[*] *The order of the first five answer categories was randomized across survey respondents.*

Survey Questionnaire Web Screenshots

QUESTION S8

(If QS7 = Basketball)

44%

In the past 7 years, did you buy any of the following NBA 2K video games?
(SELECT ALL ANSWERS THAT APPLY)

- [ ] NBA 2K16
- [ ] NBA 2K17
- [ ] NBA 2K18
- [ ] NBA 2K19
- [ ] NBA 2K20
- [ ] NBA 2K21
- [ ] NBA 2K Mobile
- [ ] None of the above
- [ ] Don't know

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QUESTION S9[*]

(If QS8 = NBA 2K16, 2K17, 2K18, 2K19, 2K20, 2K21, or 2K Mobile)

		54%

Do you or does anyone in your household work for any of the following types of organizations or companies?
(SELECT ALL ANSWERS THAT APPLY)

☐ An advertising agency or marketing research firm

☐ A government agency

☐ A video game company or store

☐ None of the above

☐ Don't know

Continue »

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[*] *The order of the first three answer categories was randomized across survey respondents.*

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QUESTION 1[*]

(If QS9 ≠ A video game company or store or An advertising agency or marketing research firm or Don't know)

	64%

Which of the following items, if any, were a reason why you bought an NBA 2K game?
(SELECT ALL ANSWERS THAT APPLY)

☐ Realism of the NBA players

☐ Customization options, such as ability to build your own team, ability to customize a player's game, styles or tendencies, etc.

☐ Accuracy of the game setting, such as the inclusion of current NBA teams, the crowd animations, different arenas, the pre-game, half-time, and/or post-game shows, etc.

☐ The overall quality of the graphics

☐ I and/or my family members like basketball

☐ Competitiveness, such as ability to play tournament-style competitions against other players, or to play with/against classic, historic or national teams.

☐ The XTJ feature

☐ Gameplay features, such as ease of playing the game, speed of gameplay, etc.

☐ Price/Value of the game

☐ Other features, such as the ability to maintain a trading card collection, the ability to collect or purchase cards that unlock players and other items, the soundtrack, etc.

☐ Don't know

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[*] *The order of the first nine answer categories was randomized across survey respondents.*

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QUESTION 2[*]

(If Q1 ≠ Don't know)

68%

Please allocate 100 points across the reasons for your NBA 2K game purchase. Please give higher points to more important reasons and less points to less important reasons. Please ensure that your points add up to 100 points.

Price/Value of the game	
Customization options, such as ability to build your own team, to customize a player's game style, etc.	
Competitiveness, such as ability to play tournament-style competitions against other players, to play with/against classic, historic or national teams.	
Gameplay features, such as ease of playing the game, speed of gameplay, etc.	
Realism of the NBA players	
Accuracy of the game setting, such as the inclusion of current NBA teams, the crowd animations, different arenas, the pre-game, half-time, and/or post-game shows, etc.	
I and/or my family members like basketball	
The overall quality of the graphics	
Other features, such as the ability to maintain a trading card collection, the ability to collect or purchase cards that unlock players and other items, the soundtrack, etc.	
	Total: 0

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[*] *Only reasons selected in Q1 are shown. The order of the answer categories was randomized across survey respondents.*

Survey Questionnaire Web Screenshots

QUESTION 3[*]

(If Q1 ≠ Don't know <u>and</u> Q1 = Realism of the NBA players)

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[*] *The order of the first five answer categories was randomized across survey respondents.*

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QUESTION 4*

(If Q1 ≠ Don't know and Q1 = Realism of the NBA players)

	73%
Please allocate 100 points across the reasons you selected in the previous question. Please give higher points to more important reasons and less points to less important reasons. Please ensure that your points add up to 100 points.	

How realistic the NBA players' physiques are	
How realistic the haircuts of the NBA players are	
How realistic the NBA players' faces are	
How realistic the NBA players' game styles or tendencies are	
How realistic the tattoos on the NBA players are	
Other	
	Total: 0

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* Only reasons selected in Q3 are shown. The order of the answer categories was randomized across survey respondents.

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QUESTION 5[*]

75%

How frequently, if at all, do you use the following features when you play an NBA 2K game?

	I never use this feature	I rarely use this feature	I sometimes use this feature	I often use this feature	I always use this feature
Game Stats	○	○	○	○	○
Gameplan	○	○	○	○	○
Instant replay	○	○	○	○	○
Camera	○	○	○	○	○

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[*] *The order of the rows was randomized across survey respondents.*

Survey Questionnaire Web Screenshots

QUESTION 6[*]

(If Instant Replay in Q5 ≠ I never use this feature)

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[*] *The order of the rows was randomized across survey respondents.*

Survey Questionnaire Web Screenshots

QUESTION 7[*]

Survey Questionnaire Web Screenshots

QUESTION 8*

(If QS8 = NBA 2K20 <u>or</u> NBA 2K21)

	I never play with this NBA team	I rarely play with this NBA team	I sometimes play with this NBA team	I often play with this NBA team	I always play with this NBA team
Los Angeles Lakers	○	○	○	○	○
Cleveland Cavaliers	○	○	○	○	○
Phoenix Suns	○	○	○	○	○
Sacramento Kings	○	○	○	○	○
Chicago Bulls	○	○	○	○	○
Indiana Pacers	○	○	○	○	○
Philadelphia 76ers	○	○	○	○	○
Portland Trail Blazers	○	○	○	○	○
Houston Wizards	○	○	○	○	○
Boston Celtics	○	○	○	○	○

How frequently, if at all, do you play with the following NBA teams when you play **NBA 2K20 or NBA 2K21**?

81%

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* *The order of the rows was randomized across survey respondents. The order of Question 7 and Question 8 were also randomized.*

Survey Questionnaire Web Screenshots

QUESTION 9[*]

Which of the following best describes when you typically purchase NBA 2K game(s)?

- ○ I typically purchase after the release of next edition of the game(s)
- ○ I typically purchase after the holiday season and before the release of the next edition of the game(s)
- ○ I typically purchase around the holiday season following the release of the game(s)
- ○ I typically purchase within a month following the release of the game(s)
- ○ I typically pre-order the game(s)

Continue »

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[*] *The order of the answer categories was kept the same across survey respondents, but the start of options was randomized across survey respondents (i.e., either started with "pre-order" or started with "next edition of the game"). The order of Question 9 and Question 10 were also randomized.*

Survey Questionnaire Web Screenshots

QUESTION 10*

95%

Do you typically purchase NBA 2K game(s) for yourself or for others as gift(s)?

○ For myself

○ For others

Continue »

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* *The order of the answer categories was randomized across survey respondents. The order of Question 9 and Question 10 were also randomized.*